QUEENSTOWN CONVENTION BUREAU TEAM

Introduction to the Destination Queenstown & Lake Wānaka Tourism Business Events team

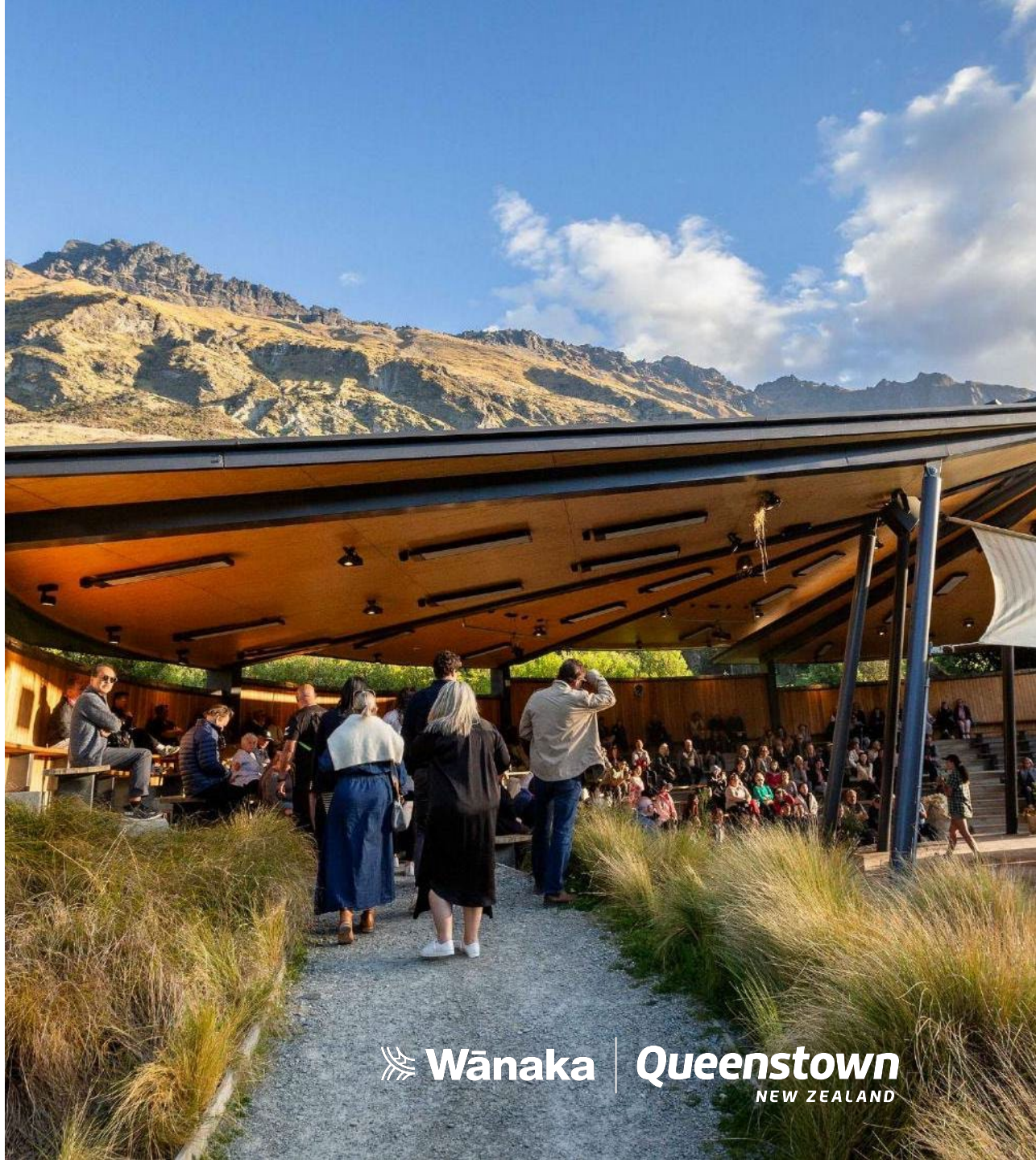


ABOUT QUEENSTOWN CONVENTION BUREAU

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations responsible for both destination marketing and destination management in the Queenstown Lakes region. Our role is to market the region in both international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

The Queenstown Convention Bureau's (QCB) role is to position the region as a leading business events destination for planners across all markets* and industries. QCB does this through supporting members with their business events offering and acts as a neutral connection between those considering/planning business events (clients) in the region and our membership.

*QCB works across all domestic and international markets but offers deliberate promotion in the NZ and Australian markets to align with our destination carbon-zero objectives.



THE VALUE OF BUSINESS EVENTS

- **Knowledge exchange.** Facilitate knowledge sharing among professionals, fostering innovation and skill development not only amongst their group but in connecting with the community.
- **Destination awareness.** Promote the region as a top destination for future events, tourism, and investment, bolstering economic growth.
- **Economic seasonality support.** Offers a high-yielding revenue stream, leveling seasonality, through delegate spending, stimulating local sectors like hospitality, retail, tourism, and transportation.
- **Sustainable workforce.** Create and sustain jobs across a range of the visitor economy industries, from event planning to hospitality, sustaining existing roles and prompting new hires.
- **Infrastructure development.** Spur infrastructure investment, improving facilities like conference centres and hotels, benefiting residents and visitors.



BUSINESS EVENT TYPES



Conference

A formal gathering, serves as a platform for learning, sharing knowledge, fostering professional development, and building connections within a particular field or community. While social functions, activities and CSR experiences can still feature, the conference is the core reason for gathering.



Incentive

Designed to motivate and reward employees or clients for their performance and loyalty. These events are typically characterised by exclusive, rewarding experiences often include travel, unique activities, luxurious accommodations, or special access to events.



Meeting

A ‘meeting’ refers to a gathering of individuals to discuss business-related topics, make decisions, plan strategies, or exchange information. Usually only a day or half day in length, this activity functions around an agenda and typically is smaller in numbers.



Trade Show/Exhibition

A large-scale industry-specific exhibition where businesses showcase their latest products, services, and technologies. The primary audience for trade shows includes industry professionals, buyers, suppliers, manufacturers, and the media.

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QCB OBJECTIVES

- Generate awareness and demand for Queenstown and Wānaka as leading business events destinations, attracting high contributing events that best align with the region's offering.
- Mitigate seasonality through influencing business events and supporting a diverse market mix and business event types.
- Build and leverage key partnerships to positively grow the reputation of Queenstown and Wānaka as business events destinations.
- Support the DQ and LWT membership to further develop their capability and presence in business events channels.

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WORKING WITH QCB



Connect with the Team

Get in touch with the QCB team to make them aware of your business events offering. QCB will organise a meeting and/or site inspection to see how your business best sits in the business events market and where they can best promote you through their channels/activity.



Events & Trade Shows

DQ, LWT, QCB and Tourism New Zealand attend various industry events and roadshows across all business events markets, many of which provide partner opportunities. Further information on activity and ways to be involved is shared in DQ and LWT's Fortnightly Remarks.



Famil & Site Inspections

QCB provides support for site inspections and famil programmes, to help secure business for the destinations. Where appropriate, we aim to involve members to ensure relevance and value for all parties. Member support in hosting site visits and delivering famil experiences is appreciated.



Your Product Updates

For presentation and marketing opportunities, keep DQ, LWT and QCB updated on your products and share your video and imagery we can use for promotion. When you send us content, please confirm whether we can load these images to our library for DQ & LWT Full Use.

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FURTHER BUSINESS EVENTS RESOURCES

Developing and introducing your experiences to business events involves strategic planning and consideration to ensure a successful and seamless experience for both your business and potential clients needs.

RESEARCH:

- Subscribe to industry intelligence media and data sources, such as Inside Tourism, Tourism Business magazine, Meetings Newz, and annual sector reports like CAM – Commercial Accommodation Monitor.
- Look at international markets and identify potential business event markets that best align with your offering.
- Develop understanding of the difference in travel styles and requirements of conference groups vs incentive groups.
- Gain an understanding of the standards and expectations of business events, including conference facilities, incentive travel preferences, and the specific requirements of event planners. Find out if your organisation is business events ready.

COLLABORATION:

- Create relationships with key tourism organisations such as Business Events Industry Aotearoa (BEIA), Tourism New Zealand (TNZ), AirNZ, and Qualmark.
- Build relationships with (third-party) event planners, conference organisers and incentive travel agencies.
- Attend industry conferences, trade shows, and networking events to stay updated on industry trends and connect with potential clients.
- Collaborate with local venues, suppliers, and regional partners to create seamless event experiences and strengthen your destination's business events knowledge.

SUSTAINABILITY:

Consider how your business can provide a product or offering to business events that is environmentally friendly. This could be through:

- Implementing a waste management plan.
- Sourcing local produce as much as possible.
- Working with Love Queenstown and Love Wānaka on how you can support visitor giveback. Communicating your initiatives to encourage them to participate.

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